# SOUTH CAROLINA
COMMISSION ON HIGHER EDUCATION

June 4, 2020

## MEMORANDUM

TO:       Chairman Wes Haynes and Members, SC Commission on Higher Education

FROM:    Mr. Paul Batson, Chair and Members, Committee on Access & Equity and Student Services

### An Overview and Data Report on College Application Month 2019

**Background**

The American College Application Campaign (ACAC), launched by the American Council on Education (ACE), is a national effort implemented in all 50 states and the District of Columbia whose primary focus is to increase the number of first-generation and low-income students who pursue a postsecondary education. ACAC highlighted research studies that found students are either not applying to college or not applying early enough in their senior year, not applying to colleges that are a good fit, and are not applying to enough colleges. Findings included: a) positive correlations between the number of colleges high school students apply and their likelihood of four-year college enrollment (*College Board Advocacy and Policy Center Research Brief, October 2011)*; and 2) only a small number of high-achieving, low-income students apply to colleges that resemble their achievement's like their counterparts (*Hoxby & Turner, 2013*).  Also, the research indicated that providing college application "coaching" to high school seniors increased postsecondary enrollment (*Carrell & Sacerdote, 2013*), and the decision to not apply to college suggests that decisions are made before high school graduation (*Hahb & Price, 2008*).

As a proactive response to the findings, the national effort aims to assist high school seniors in navigating the college admissions process and to ensure that each participating student submits at least one college admissions application.

The South Carolina Commission on Higher Education (CHE) staff, in collaboration with the South Carolina Department of Education, met with North Carolina/GEAR UP in 2009 to study the College Application Day model and possible implementation of a program in South Carolina.  South Carolina joined ACE in 2009 as the fifth state to implement College Application Month (CAM) events statewide. With additional support from community and business leaders, as well as volunteers and college admission professionals, CAM has transitioned from a month into a "season" which includes September, October, and November each year.

**Program Model: College Application Month**

In 2019, 241 high schools across the state registered to host College Application events in the fall (September – November). The events occurred during regular school business hours in most high schools, but some high schools elected this year to host evening events.  The events were held in academic spaces such as computer labs or classrooms utilizing laptops, desktops and tablets. The school day events were held during select class periods or throughout the entire school day. Some schools elected for two-day events, or an entire month of events to allow flex-scheduling for appointments with seniors by the school counselor.  During these events, high school seniors were provided with the opportunity to receive one-on-one college application assistance from the community, school volunteers and college admissions professionals.  In addition to the assistance received, many college admission professionals, as approved by their respective institution, provided application fee waivers to students to be validated either on that specific event day or during the length of CAM.

In 2019, CHE celebrated the tenth anniversary of the College Application Month Program in South Carolina. To mark this special occasion, three events were designated as tenth anniversary events across the state. The 10th anniversary College Application Month events were held at Wando High School (Mt. Pleasant, SC), Wade Hampton High School (Greenville, SC) and Irmo High School (Columbia, SC). The events were preceded by press conference events featuring speakers from the S.C General Assembly, the school community, education partners, the senior staff of the American College Application Campaign, CHE staff and the student body of the schools. Through months of planning, CHE staff was able to secure such guests as the Chair of the South Carolina House of Representatives Education & Public Works Committee, and membership from the legislative delegations in Charleston, Lexington and Greenville counties, to attend the events. As a part of the celebrations, CHE and the College Board partnered to recognize College Access Champions throughout South Carolina. In recognition of their efforts throughout the years to assist students with navigating the college access process, awards were given to various individuals, including a former member of the Commission, a former Miss South Carolina, and several school counselors in South Carolina high schools. The ACAC staff invited CHE staff to share the 10th anniversary model with the state CAM coordinators at the next national conference in May 2020.

**Sustainability**

From 2009-2014 the College Application Month Program was funded by through the College Access Challenge Grant (CACG), a federal grant from the U.S. Department of Education. The purpose of the CACG was to increase the number of low-income students who are prepared to enter and succeed in postsecondary education. Due to the inability to meet the maintenance of effort requirement from the State to fund higher education, which was a required component of CACG, grant funding was not awarded in FY 2015. After careful evaluation of the program, estimated costs to host basic CAM events statewide, is approximately $5,500.  Since 2015, CAM has been funded through the SC Commission on Higher Education, with contributions from partners, such as the SC Chamber of Commerce and the South Carolina State Treasurer's Office, ACT and the College Board.  For their part, the School Counselors in each of the registered high schools, and the college representatives have continued to execute and grow the CAM program each year.  CHE will continue to explore and evaluate additional funding

sources and resources to support CAM.  To continue evaluating and evolving the program to a state of sustainability, CHE staff convenes a College Application Month Sustainability Committee each year.  The Committee consists of college admissions officers, Regional Workforce Advisors from the South Carolina Department of Commerce, South Carolina Department of Education staff and high school counseling personnel. Finally, staff also created interactive materials that are available online via www.sccango.org, such as the Site Coordinator Toolkit, Student Resource Manual, CAM flyer and poster templates, and the "Step 1 - Step 2 – Step 3 College" brochures.  Each of the items are available on the website and are print and email responsive.

CAM 2019 also continued the partnership with the Carolina Association of Collegiate Registrars & Admissions Officers (CACRAO). CACRAO is the professional organization that represents the Admissions and Recruitment Officers at the state's higher education institutions. A major part of the CAM program is the presence of college and university representatives at the CAM events in each high school to assist with application and admissions questions.  In an effort to maximize this opportunity for both the high schools and higher education institutions, CHE and CACRAO developed a partnership that would introduce preferred weeks for high schools to hold their CAM events.  In the agreement, high schools would be encouraged to hold their events during specific weeks, based on their geographic region of the state.  If a high school held their CAM event during their preferred week, CACRAO could guarantee college representation for their CAM event.  While a high school could still register for an event outside of that preferred week, the school would do so without a guarantee of having college representation at their CAM event. The partnership has proven beneficial for both the high schools and institutions and will continue in 2020.

CAM 2019 also introduced a new set up partnerships between CHE and the state's standardized testing agencies, ACT and the College Board. The partnership with ACT was done in an effort to incentive high schools to begin hosting both CAM and College Goal South Carolina events, which focus on completing the Free Application for Federal Student Aid (FAFSA), in the Fall. With the release of the FAFSA moving to October each year, students may apply for federal education funding at an earlier point in the college admissions process. The early FAFSA release has provided an opportunity for students and institutions to connect two steps in the college admissions process, the college application and the FAFSA. ACT agreed to award a $100 mini-grant to the first 25 high schools that register to host both a CAM and College Goal South Carolina event in the Fall 2019 or Spring 2020.  The partnership with the College Board was done in an effort to recognize College Access Champions across the State. As a part of the 10th anniversary celebrations, CHE staff and the College Board recognized nine individuals in South Carolina who had gone above and beyond to assist students with accessing post-secondary education after high school graduation. Each of the three hosting sites for the 10th anniversary kickoff events were allowed to the select the honorees from their areas. **(Attachment IV)**

CAM 2019 also continued a partnership between CHE and the State Treasurer's Office. A major element of the CAM process is the data collected through the events, both in the site coordinator End of Event Report, and the student survey.  In Spring 2017, the suggestion was made that a scholarship be offered to generate student investment in CAM and the student

survey. CHE staff approached the State Treasurer's Office staff regarding the possibility of sponsoring a student scholarship. The scholarship could be for $529, and could also be used to advertise the State of South Carolina's 529 College Savings Plans administered through the Treasurer's Office. The Treasurer's Office agreed to sponsor two $529 scholarships to CAM students selected through a random drawing. CHE staff is confident that the possibility of winning the scholarship will have an impact on survey completion. The awarding of the scholarships for Fall 2019 has been delayed by the current COVID-19 pandemic. The plan is to offer the scholarships again for CAM 2020.

**Evaluation of the Data**

In 2019, 241 South Carolina high schools (public, charter, virtual and adult education centers) registered to hold CAM events. Two of the 241 events were postponed due to inclement weather. These high schools consisted of approximately 46,428 high school seniors who had the opportunity to participate in a CAM event at their respective high schools. Of the total number of high school seniors, 24,678 (53%) signed-in to a CAM event. 7,576 (31%) of the signed-in high school seniors completed and submitted an online student survey during an event. According to the student survey response data, 15,045 college applications were submitted by students who completed the CAM survey. Based on these numbers, an estimated 49,007 college applications were completed and submitted by all high school seniors who signed-in to a CAM event. This number represents a 3.7% increase (1,777 applications) in the estimated number of applications completed during CAM 2019. **(Attachment II)**

The online student survey (n=7,576) produced data from areas that focused on gender, race/ethnicity, first in family status, application assistance, promotional efforts (where did the student about CAM), application completion and institutions the student applied to during a CAM event. The survey presented the following results: 52% of the participating high schools seniors were female and 48% were male; of the students that self-identified in a specific race/ethnicity category, 45% reported as White or Caucasian, 37% Black or African American, and 14% reported Hispanic or Latino. Twenty-one percent reported that they were the first in their family to go to college, 66% reported they learned about CAM events from their school counselor, and a total of 87% reported they received college application assistance mainly from their school counselor and a college representative.

Forty-six percent of the students completed one college application, 24% completed two, 16% completed three or more and 14% reported they did not complete a college application during CAM. Finally, Coastal Carolina University, Winthrop University, USC-Columbia, Clemson and College of Charleston received the highest number of applications as reported by the students who participated in the student survey. **(Attachment III)**

**Three Step Process**

During Spring 2016, CHE added a third step to the college access process, College Decision Day. The purpose of College Decision Day is to celebrate a student's decision to attend a post-secondary institution upon high school graduation, much in the manner that high school athletes are celebrated on their College Signing Day. Decision Day events can take various forms, depending on the high school in which the event occurs. The program is designed

as a low cost, low administration program with high rewards.  Schools are asked to place emphasis on a high school junior's decision to attend college and a high school senior's decision on which college they wish to attend upon graduation.  Participating schools are able to access promotional materials to support their College Decision Day event through the SCANGO website.  In its third year, 124 schools registered to hold College Decision Day events throughout the months of April and May 2019. This represents an increase of 21 high schools over the previous year.

## Attachment I

## College Application Month 2019 Event Sites

> *\* Final End of Event Reports for these College Application Month events were not submitted by the site coordinator by the deadline 1/31/20.*

| School | Date | Start Time | # of Signed in Students |
|---|---|---|---|
| Abbeville High School | 10/2/2019 | 9:00am - 12:00pm | 54 |
| AC Flora High School | 9/19 & 9/20/2019 | 9:00am - 3:00pm | 227 |
| Academy for Technology and Academics | 9/12/2019 | 8:00am - 2:00pm | 135 |
| Academy for the Arts, Science, and Technology | 9/13/2019 | 9:00am - 2:00pm | 151 |
| Adult Education - Conway Education Center | 10/16/2019 | 10:00am - 12:00pm | 22 |
| Adult Education - Myrtle Beach Family Learning Center | 10/17/2019 | 10:00am - 12:00pm | 20 |
| Aiken High School | 9/19/2019 | 9:00am - 1:00pm | 200 |
| Airport High School | 10/22/2019 | 9:00am - 3:00pm | 162 |
| Alfred Rush Academy | 9/30/2019 | 10:00am - 3:00pm | 18 |
| Allendale-Fairfax High School | 9/24/2019 | 9:00am - 1:00pm | 70 |
| Anderson Five Charter School | 10/15/2019 | 9:00am - 12:00pm | 19 |
| Andrew Jackson High School | 9/18/2019 | 9:00am - 3:00pm | 98 |
| Andrews High School | 10/18/2019 | 8:00am - 2:00pm | 71 |
| Ashley Ridge High School | 10/15/2019 | 9:00am - 2:00pm | 180 |
| Aynor High School | 9/17/2019 | 10:00am - 2:00pm | 100 |
| Bamberg-Ehrhardt High School | 9/19/2019 | 8:00am - 1:00pm | 5 |
| Bamberg/Barnwell Adult Education | 9/26/2019 | 10:00am - 12:00pm | 83 |
| Baptist Hill Middle high School | 10/3/2019 | 8:00am - 12:00pm | 47 |
| Barnwell High School | 9/25/2019 | 8:00am - 2:00pm | 123 |
| Batesburg Leesville High School | 10/24/2019 | 8:00am - 3:00pm | 60 |
| Battery Creek High School | 10/11/2019 | 9:00am - 3:00pm | 127 |
| Beaufort Academy | 10/18/2019 | 9:00am - 12:00pm | 21 |
| Beaufort High School | 10/11/2019 | 9:00am - 3:00pm | 202 |
| Beaufort Jasper ACE | Will contact reps if needed | | 73 |
| Belton Honea Path High | 10/17, 10/18/2018 | 8:00am - 3:00pm | 245 |
| Berea High School | 9/25/2019 | 10:00am - 4:00pm | 64 |
| Berkeley High School | 10/10/2019 | 9:00am - 4:00pm | 85 |
| Bethune-Bowman Middle/High School | 9/26/2019 | 9:00am - 2:00pm | 32 |
| Blacksburg High School | 9/27/2019 | 8:00am - 2:00pm | 117 |

| | | | |
|---|---|---|---|
| Blackville-Hilda High School | 9/19/2019 | 9:00am - 12:00pm | 36 |
| Blue Ridge High School | 9/20/2019 | 9:00am - 1:00pm | 106 |
| Bluffton High School | 9/27/2019 | 9:00am - 12:00pm | 121 |
| Blythewood High School | 10/16/2019 | 9:00am - 12:00pm | 50 |
| Boiling Springs High School | 10/8 and 10/9/2019 | 8:00am - 2:00pm | 323 |
| Branchville High School | 9/25/2019 | 9:00am - 12:00pm | 43 |
| Brashier Middle College Charter HS | 9/20/2019 | 8:00am - 11:00am | 23 |
| Brookland-Cayce High School | 10/29/2019 | 9:00am - 3:00pm | 139 |
| Broome High School | 10/18/2019 | 8:00am - 2:00pm | 58 |
| Buford High School | 9/12/2019 | 9:00am - 3:00pm | 36 |
| Burke High School | 10/11/2019 | 9:00am - 1:00pm | 63 |
| C. E. Murray High School | 9/13/2019 | 8:30am - 12:00pm | 65 |
| C.A. Johnson High School | 10/29/2019 | 9:00am - 12:00pm | 40 |
| Calhoun County High | 9/20/2019 | 9:00am - 12:00pm | 95 |
| Calhoun Falls Charter School | 10/1/2019 | 9:00am - 11:00am | 16 |
| Cane Bay High School | 10/10/2019 | 9:00am - 3:00pm | 315 |
| Carolina Forest High | 11/1/2019 | 7:45am - 3:30pm | 240 |
| Carolina High School | 10/24/2019 | 9:00am - 12:00pm | 112 |
| Carvers Bay High School | 10/3/2019 | 8:00am - 3:00pm | 78 |
| Central High School | 10/28/2019 | 9:00am - 12:00pm | 51 |
| Chapin High School | 10/22/2019 | 8:30am - 4:00pm | 111 |
| Chapman High School | 9/26/2019 | 8:00am - 2:00pm | * |
| Charleston County School of the Arts | 10/10/2019 | 9:00am - 1:00pm | 75 |
| Cheraw High School | 10/8/2019 | 8:00am - 3:00pm | 50 |
| Chesnee High School | 10/25/2019 | 8:00am - 12:00pm | 130 |
| Chester High School | 9/11/2019 | 9:00am - 2:00pm | * |
| Chesterfield High School | 10/18/2019 | 9:00am - 2:00pm | 80 |
| Clinton High School | 10/23/2019 | 9:00am - 3:00pm | 52 |
| Clover High School | 9/12/2019 | 9:00am - 1:00pm | 179 |
| Coastal Leadership Academy | 11/12/2019 | 12:00pm - 5:00pm | 19 |
| Colleton County High School | 10/17/2019 | 9:00am - 3:00pm | 203 |
| Colleton Preparatory Academy | 10/18/2019 | 10:00am - 1:00pm | 45 |
| Columbia High School | 10/1/2019 | 10:00am - 1:00pm | 128 |
| Conway High School | 9/12/2019 | 8:00am - 3:00pm | 200 |
| Creek Bridge High School | | 12:00pm - 3:00pm | |
| Crescent High School | 10/17/2019 | 8:00am - 4:00pm | 125 |
| Crestwood High School | 11/5/2019 | 9:00am - 3:00pm | 40 |
| Cross High School | 10/9/2019 | 9:00am - 12:00pm | 19 |
| Cyber Academy of South Carolina | 10/18/2019 | 10:00am - 3:00pm | 148 |
| D.W. Daniel High School | 10/8/2019 | 9:00am - 2:00pm | 200 |
| Darlington High School | 10/16/2019 | 8:00am - 12:00pm | 30 |

| | | | |
|---|---|---|---|
| Denmark-Olar High School | 9/27/2019 | 1:00pm - 3:00pm | 125 |
| Dillon High School | 9/30/2019 | 9:00am - 2:00pm | * |
| Dixie High School | 10/30/2019 | 8:30am - 2:30pm | 70 |
| Dorchester Academy | 10/18/2019 | 11:00am - 1:00pm | 20 |
| Dorman High School | 10/3; 10/10; 10/17; 10/24/2019 | 8:00am - 3:00pm | 436 |
| Dreher High School | 10/16/2019 | 8:00am - 12:00pm | 128 |
| Dutch Fork High School | 10/8/2019 | 10:00am - 3:00pm | 142 |
| Easley High School | 10/17/2019 | 8:00am - 2:00pm | 159 |
| East Clarendon Middle-High School | 10/25/2019 | 8:00am - 11:00am | 61 |
| Eastside High School | 10/16/2019 | 8:00am - 1:00pm | 110 |
| Eau Claire High School | 10/24/2019 | 9:00am - 12:00pm | 46 |
| Edisto High School | 9/30/2019 | 8:00am - 2:00pm | * |
| Emerald High School | 8/28/2019 | 9:00am - 3:00pm | * |
| Estill High School | 10/10/2019 | 9:00am - 3:00pm | 49 |
| Fairfield Central High School | 11/1/2019 | 8:00am - 1:00pm | 160 |
| Fort Dorchester High School | 10/17/2019 | 9:00am - 11:00am | 157 |
| Fort Mill High School | 9/10/2019 | 1:00pm - 3:00pm | 73 |
| Fox Creek High School | 9/26/2019 | 9:00am - 12:00pm | 140 |
| Gaffney High School | 9/25/2019 | 8:00am - 2:00pm | 255 |
| Garret Academy of Technology | 10/11/2019 | 9:00am - 12:00pm | * |
| Georgetown High School | 10/15/2019 | 8:00am - 2:00pm | 55 |
| Gilbert High School | 10/23/2019 | 9:00am - 12:00pm | 118 |
| Goose Creek High School | 10/23/2019 | 9:00am - 2:00pm | 114 |
| Great Falls High School | 9/12/2019 | 12:00pm - 3:00pm | 34 |
| Green Sea Floyds High School | 9/18/2019 | 9:00am - 3:00pm | 88 |
| Greenville Early College | 9/25/2019 | 9:00am - 1:00pm | 12 |
| Greenville Senior High School | 9/26/2019 | 12:00pm - 4:00pm | 151 |
| Greenville Technical Charter High School | 10/11 and 10/22/2019 | 9:00am - 1:00pm | 33 |
| Greenwood High School | 9/19/2019 | 9:00am - 3:00pm | 107 |
| Greer High School | 9/27/2019 | 9:00am - 12:00pm | 119 |
| Greer Middle College Charter High School | 11/8/2019 | 8:00am - 11:00am | 208 |
| Greg Mathis Charter High School | 10/11/2019 | 12:00pm - 2:00pm | * |
| Hanahan High School | 10/10/2019 | 9:00am - 2:00pm | * |
| Hannah-Pamplico High School | 10/1/2019 | 8:00am - 12:00pm | 51 |
| Hartsville High School | 10/3/2019 | 8:00am -3:00pm | 253 |
| HCS Early College High School | 9/16/2019, 9/17/2019 | 8:00am - 3:00pm | 75 |
| HCS Scholars Academy | 9/11/2019 | 12:00pm - 2:00pm | 15 |
| Hemingway High School | 11/7/2019 | 9:00am - 12:00pm | 30 |

| | | | |
|---|---|---|---|
| Heyward Career and Technology Center | 9/26/2019 | 9:00am - 2:00pm | * |
| High Point Academy | 10/25/2019 | 8:00am - 10:15am | 44 |
| Hillcrest High School | 10/16/2019 | 9:00am - 3:00pm | 344 |
| Hilton Head Island High School | 9/27/2019 | 9:00am - 12:00pm | 100 |
| Holy Trinity Classical Christian School | 10/10/2019 | 11:00am - 1:00pm | 5 |
| Indian Land High School | 9/18/2019 | 9:00am - 3:00pm | 70 |
| Irmo High School | 10/21/2019 & 10/22/2019 | 8:00am - 4:00pm | 267 |
| J.L. Mann High School | 10/31/2019 | 8:00am - 2:00pm | 353 |
| James F Byrnes High School | 11/7/2019 | 10:00am - 2:00pm | 305 |
| James Island Charter High School | 10/10/2019 | 9:00am - 2:00pm | 77 |
| Jefferson Davis Academy | 9/26/2019 | 9:00am - 12:00pm | * |
| John Paull II Catholic School | Cancelled Event | 11:00am - 1:00pm | |
| Johnsonville High School | 10/11/2019 | 9:00am - 2:00pm | 40 |
| Kingstree Senior High School | 9/30/2019 | 9:00am - 12:00pm | 97 |
| Lake City Early College High School | Cancelled Event | 9:00am - 12:00pm | |
| Lake Marion High School and Technology Center | 9/20/2019 | 9:00am - 12:00pm | 114 |
| Lakewood High School | 10/24/2019 | 9:00am - 4:00pm | 123 |
| Lamar High School | 9/30/2019 | 9:00am - 11:00am | 62 |
| Lancaster High School | 9/12/2019 | 9:00am - 2:00pm | 176 |
| Landrum High School | 9/20/2019 | 8:00am - 2:00pm | 83 |
| Latta High School | 10/1/2019 | 8:30am - 3:00pm | * |
| Laurence Manning Academy | 10/21/2019 | 9:00am - 11:00am | 15 |
| Laurens District 55 High | 10/22/2019 | 8:00am - 3:00pm | 172 |
| Lee Central High School | 10/9/2019 | 9:00am - 12:00pm | 115 |
| Legacy Early College High School | 10/25/2019 | 9:00am - 1:00pm | 77 |
| Lewisville High School | 9/18/2019 | 9:00am - 2:00pm | 76 |
| Lexington High School | 10/25/2019 | 9:00am - 12:00pm | 147 |
| Lexington Richland 5 Adult Education | 11/13/2019 | 12:00pm - 3:00pm | 4 |
| Liberty High School | 10/17/2019 | 9:00am - 3:00pm | 80 |
| Loris High School | 9/25/2019 | 9:00am - 2:30pm | 158 |
| Lowcountry Leadership Charter School | 10/11/2019 | 9:00am - 12:00pm | * |
| Lower Richland High | 10/16/2019 | 8:30am - 12:00pm | 180 |
| Lugoff Elgin High School | 10/23/2019 | 8:00am - 12:00pm | 92 |
| Manning High School | 10/29/2019 | 8:00am - 2:00pm | 154 |
| Marion High School | 10/3/2019 | 9:00am - 3:00pm | 123 |
| Marlboro County High School | 10/10/2019 | 9:00am - 3:00pm | * |
| Mauldin High School | 9/20/2019 | 9:00am - 1:00pm | 179 |
| May River High School | 9/27/2019 | 9:00am - 3:00pm | 240 |

| | | | |
|---|---|---|---|
| McBee High School | 10/2/2019 | 8:00am - 2:30pm | 57 |
| McCormick High School | 9/6/2019 | 9:00am - 12:00pm | 34 |
| Mid Carolina High School | 9/6/2019 | 9:00am - 12:00pm | 54 |
| Midland Valley High School | 9/26/2019 | 9:00am - 3:00pm | 165 |
| Midlands Middle College | 10/23/2019 | 12:00pm - 2:00pm | 51 |
| Midlands Technical College TRIO Programs | 10/19/2019 | 9:00am - 12:00pm | 12 |
| Military Magnet Academy | 10/11/2019 | 9:00am - 11:00am | 29 |
| Mullins High School | 10/22/2019 | 9:00am - 2:00pm | 112 |
| Myrtle Beach High School | 10/4/2019 | 9:00am - 1:00pm | 217 |
| Nation Ford High School | 9/10/2019 | 9:00am - 11:00pm | 240 |
| Newberry County Adult Education | 11/19/2019 | 9:30am - 12:00pm | 32 |
| Newberry High School | 9/6/2019 | 8:00am - 3:00pm | 82 |
| NEXT High School | 9/19/2019 | 9:00am - 11:00am | 15 |
| NEXT School Eagle Ridge | 10/15; 10/17/2019 | 1:00pm - 3:00pm | * |
| Ninety-Six High School | 9/17/2019 | 9:00am - 3:00pm | 85 |
| North Augusta High School | 9/27/2019 | 9:00am - 2:00pm | 293 |
| North Charleston High School | 10/17/2019 | 9:00am - 1:00pm | * |
| North Middle/High School | 9/19/2019 | 10:00am - 1:00pm | 35 |
| North Myrtle Beach High School | 10/31/2019 | 8:00am - 3:00pm | 215 |
| Northwestern High School | 10/1/2019 | 8:00am - 4:00pm | 220 |
| Orangeburg-Wilkinson High School | 11/21/2019 | 9:00am - 1:00pm | 138 |
| PALM Charter High School | 9/9/2019 | 8:00am - 12:00pm | * |
| Palmetto High School | 10/10/2019 | 9:00am - 11:00am | * |
| Patrick Henry Academy | 8/30/2019 | 10:00am - 12:00pm | * |
| Pelion High School | 9/13/2019 | 9:00am - 3:00pm | * |
| Pendleton High School | 10/10/2019 | 9:00am - 3:00pm | 168 |
| Phillip Simmons High School | 10/15/2019 | 9:00am - 4:00pm | 55 |
| Pickens County Career and Technology Center | 10/16/2019 | 12:00pm - 3:00pm | 15 |
| Pickens High School | Counselor Will contact | 8:40am - 1:00pm | 176 |
| Powdersville High School | 10/17/2019 | 8:00am - 2:00pm | 45 |
| RB Stall High School | 10/10/2019 | 9:00am - 2:00pm | 120 |
| Richland Northeast High School | 10/22/2019 | 9:00am - 2:00pm | 232 |
| Richland One Middle College | 10/22/2019 | 10:00am - 4:00pm | 38 |
| Ridge Spring-Monetta High School | 9/20/2019 | 9:00am - 12:00pm | 45 |
| Ridgeland Hardeeville High School | 10/16/2019 | 9:00am - 12:00pm | 72 |
| Ridgeview High School | 10/24/2019 | 10:00am - 4:00pm | * |
| Right Choices Program | 10/11/2019 | 9:00am - 12:00pm | 1 |
| River Bluff High School | 10/22/2019 | 9:00am - 3:00pm | 301 |
| Riverside High School | 10/16/2019 | 9:00am - 1:00pm | 110 |
| Rock Hill High School | 9/17/2019 | 8:00am - 3:00pm | 227 |

| | | | |
|---|---|---|---|
| Royal Live Oaks Academy of the Arts & Sciences Charter School | 10/16/2019 | 8:00am - 4:00pm | 33 |
| Saluda High School | 9/6/2019 | 11:00am - 2:00pm | 71 |
| SC Virtual Charter School | 10/14/2019 | 2:00pm - 4:00pm | 26 |
| Scott's Branch Middle High School | 10/22/2019 | 8:00am - 11:00am | * |
| Seneca High School | Ms. Williams will contact Reps to schedule | | 238 |
| Septima P. Clark Academy | 10/16/2019 | 9:00am - 12:00pm | 30 |
| Silver Bluff High School | 9/24/2019 | 9:00am - 1:00pm | 73 |
| Socastee High School | 9/18/2019 | 9:00am - 3:00pm | 212 |
| South Aiken High School | 9/19/2019 | 9:00am-12:00pm | 150 |
| South Florence High School | 10/30/2019 | 9:00am - 2:00pm | 125 |
| South Pointe High School | Counselor Will Contact | Counselor will contact | * |
| Southside High School | 9/26/2019 | 9:00am - 1:00pm | 112 |
| Spartanburg Early College High School | 11/7/2019 | 8:00am - 10:00am | 42 |
| Spartanburg Christian Academy | 10/2/2019 | 8:00am - 3:00pm | 30 |
| Spartanburg High School | 10/24/2019 | 12:00pm - 3:000m | 330 |
| Spring Hill High School | 10/17 & 10/18/2019 | 8:00am - 3:00pm | 231 |
| Spring Valley High School | 10/4/2019 | 9:00am - 1:00pm | 450 |
| St. James High School | 9/13/2019 | 8:00am - 12:00pm | 305 |
| St. John's High School | 10/10/2019 | 9:00am - 1:00pm | 35 |
| Stratford High School | 10/11/2019 | 8:00am - 4:00pm | 159 |
| Strom Thurmond High School | 9/6/2019 | 9:00am - 12:00pm | 47 |
| Summerville High School | 10/23/2019 | 11:00am - 2:00pm | 450 |
| Sumter County Adult Education Center | 10/30/2019 | 10:00am - 12:00pm | 6 |
| Sumter High School | 11/7/2019 | 9:00am - 12:00pm | 205 |
| Swansea High School | 10/25/2019 | 9:00am - 12:00pm | 93 |
| Thomas Sumter Academy | 11/1/2019 | 8:00am - 10:00am | 15 |
| Timberland High School | 11/7/2019 | 9:00am - 1:00pm | 67 |
| Timmonsville High School | 10/17/2019 | 11:00am - 1:00pm | 22 |
| TL Hanna High School | 10/10/2019 | 8:00am - 3:00pm | 116 |
| Travelers Rest High School | 9/25/2019 | 8:45am - 12:00pm | 52 |
| Union County High School | 10/11/2019 | 8:00am - 2:00pm | 125 |
| W. J. Keenan High School | 10/16/2019 | 8:00am - 4:00pm | 100 |
| Waccamaw High School | 9/13/2019 | 8:00am - 3:00pm | 168 |
| Wade Hampton High School | 10/10/2019 | 9:00am - 3:00pm | 156 |
| Wade Hampton High School | 10/11/2019 | 9:00am - 3:00pm | 80 |
| Wagener-Salley High School | 9/20/2019 | 9:00am - 12:00pm | 53 |

| School | Date | Time | Count |
|---|---|---|---|
| Walhalla High School | 10/14, 10/15, 10/16/2019 | 9:00am - 3:00pm | 176 |
| Wando High School | 10/4/2019 | 9:00am - 3:00pm | 415 |
| Ware Shoals High School | 9/6/2019 | 9:00am - 12:00pm | 45 |
| West Florence High School | 10/16/2019 | 9:00am - 2:00pm | 200 |
| West-Oak High School | October; Will Schedule Reps | | 166 |
| Westside High School | 10/17 & 10/18/2019 | 9:00am - 2:00pm | 168 |
| Westwood High School | 9/26/2019 | 9:00am - 4:00pm | 285 |
| Whale Branch Early College High School | 10/11/2019 | 9:00am - 3:00pm | 115 |
| White Knoll High School | 9/17/2019 | 9:00am - 3:00pm | 227 |
| Whitmire Community School | 9/4/2019 | 9:00am - 12:00pm | 45 |
| Williston-Elko High School | 9/27/2019 | 9:00am - 3:00pm | 54 |
| Wilson High School | 10/3/2019 | 9:00am - 2:00pm | 185 |
| Woodland High School | 10/10/2019 | 9:00am - 2:00pm | 168 |
| Woodmont High School | 11/7/2019 | 9:00am - 1:00pm | 225 |
| Woodruff High School | 10/4/2019 | 9:00am - 3:00pm | 126 |
| Wren High School | 10/10/2019 | 9:00am - 1:00pm | 106 |
| York Preparatory Academy | 9/17/2019 | 8:00am - 12:00pm | 58 |
| **TOTAL** | | | **24,678** |

## Attachment II - Results of CAM 2009-2019

|  | 2009 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 |
|---|---|---|---|---|---|---|---|---|
| **Total # of Participating High Schools** | 12 | 186 | 214 | 215 | 223 | 231 | 237 | 239 |
| **Total # of high school seniors reported by site coordinators** | 1,000 | 39,358 | 43,931 | 45,828 | 48,298 | 47,746 | 47,406 | 46,428* |
| **Total # of volunteers and college representatives who assisted with CAM events.** | N/A | 1,763 | 2,240 | 854 | 2,366 | 2,218 | 1,368 | 1,904 |
| **# of high school seniors who signed into a CAM event** | N/A | 20,262 | 20,416 | 21,904 | 22,052 | 22,617 | 24,129 | 24,678** |
| **# of signed in high school seniors that completed the Student Survey** | N/A | 8,302 | 8,505 | 6,595 | 8,499 | 6,389 | 7,324 | 7,576 |
| **# of students who completed the Student Survey self-reported as "First in Family"** | N/A | N/A | 2,475 | 2,088 | 2,718 | 1,985 | 1,366 | 1,579 |
| **# of completed college applications as reported from Student Survey** | N/A | 14,497 | 26,907 | 9,662 | 14,513 | 11,837 | 14,336 | 15,045 |
| **Estimated # of completed college applications for all high school seniors who signed into a CAM event** | N/A | 35,382 | 64,589 | 32,090 | 37,656 | 41,902 | 47,230 | 49,007*** |

*N/A = information was either not collected or requested by ACE during that specific program year*

*\*There are ~293 public high schools and ~207 private high schools in South Carolina*
*\*\*215 out of 239 End of Event reports were submitted to CHE following CAM events by the deadline (1/31/20)*
*\*\*\*Total # of high school seniors who signed-in to a CAM event divided by # of signed-in high school seniors who completed the Student Survey multiplied by the # of completed college applications reported by high school seniors who completed the Student Survey/sign in sheet.*

**Attachment III**

**Student Survey Results (n=7,576) from College Application Month 2019**

1. **Gender:** 52% (female), 48% (male)
2. **Race/Ethnicity:** 45% (white), 37% (Black or AA), 14% (Hispanic or Latino), 2.0% (other - included two or more races), 1% (Asian), .5% (American Indian or Alaska Native), and .5% (Native Hawaii or other Pacific Islander).
3. **First in Family:** 21% (Yes), 79% (No)
4. **Application Assistance:** 54% (School Counselor), 33% (College Representative), 8% (Other), 2% (Teacher), 1% (Community Volunteer), 1% (Parent) and 1% (Principal).
5. **Promotional Effort:** 66% (School Counselor), 14% (Teacher), 14% (Friend), 1% (Parent), 2% (Other), 1% (Flyers/Posters), 1% (News/Media), 1% (Social Media).
6. **Completion of Applications:** 46% (one), 24% (two), 16% (three or more), and 14% (Did not complete an application).
7. **Top 10 Applications:** Winthrop University, University of South Carolina/Upstate, Coastal Carolina University, College of Charleston, , University of South Carolina/Columbia, Francis Marion University, Greenville Technical College, Clemson University, South Carolina State University, and Charleston Southern University.

**Student Comments from the 2019 Student Survey (n=7,576)**

Students were asked to comment on their experiences and provide insight on improvements during CAM. A consistent theme among the student responses was the desire to have the larger schools provide application fee waivers, similar to the code method provided by many of the smaller colleges. In addition, students commented on their desire to have more college representatives attend. Typically, the colleges attend events occurring within their major service area, with some exceptions. CAM 2019 saw South Carolina successfully complete its second year of virtual CAM events, using a web-based platform. CHE staff will explore ways to allow colleges outside the service area to attend events virtually, which may address the concern of having colleges attend events outside their traditional service areas. As in prior years, multiple responses on how to improve CAM centered on having additional time to participate in the CAM events. Overall, the general student response communicated in the survey was positive towards CAM.

# College Application Month 2019 Review

Access & Equity and Student Affairs Committee

2020

# American College Application Campaign

## Overview:

The American College Application Campaign (ACAC), launched by the American Council on Education (ACE), is a national effort to increase the number of first-generation and low-income students who pursue a postsecondary education.
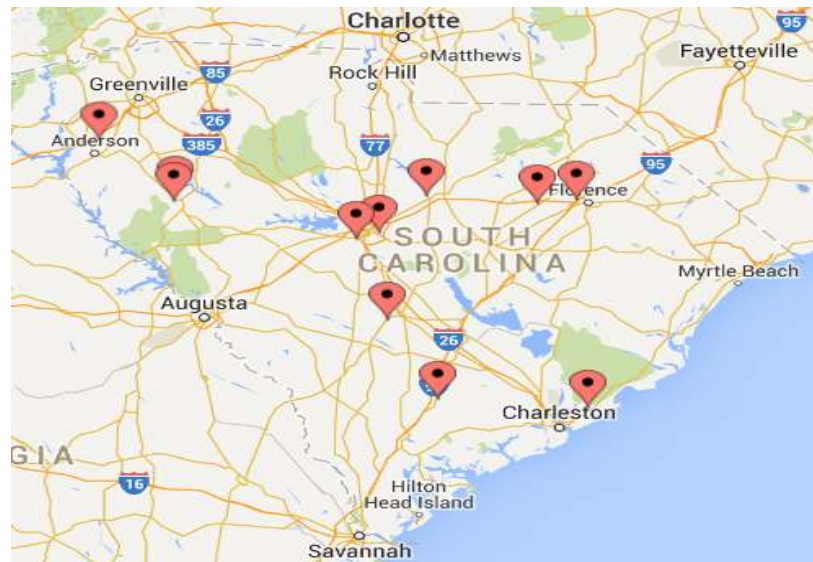
## Purpose:

Help high school seniors navigate the college admissions process and ensure that each participating student submits at least one admissions application.

# *American College Application Campaign*

### *South Carolina:*

CHE, in collaboration with the SC Department of Education, met with North Carolina/GEAR UP in 2009 to study the College Application Day model. SC then joined ACE in 2009 as the fifth program cohort to implement College Application Month events statewide.

# College Application Month
## *Format Examples*

### Kingstree Senior High School

- Event held for one **day**
- Whole day during regular school hours: *sessions arranged by English or Elective Class*
- Included school counselors, teachers, principal, and 8 college representatives
- 113 students in senior class

### South Carolina Virtual Charter School

- Event held for two hours
- During afternoon hours:
    *1:00pm – 3:00pm*
- Included virtual assistance through blackboard and 10 college admissions representatives
- 26 students participated

### West-Oak High School

- Event held for one **Entire Month**
- During regular school day hours: *8:00am – 3:00pm*
- Students made appointments throughout month. College representatives were invited and scheduled by counselors directly.
- 166 students in the senior class

## RESULTS

- 86% of senior class participated
- 355 college applications were completed

- 26 seniors participated
- 32 college applications were completed

- 100% of senior class participated
- 300 college applications were completed

# New Additions to the CAM Program for 2019

- Bamberg/Barnwell Adult Education
- Holy Trinity Classical Christian School
- Laurence Manning Academy
- Lexington –Richland Five Adult Education
- Newberry County Adult Education
- PALM Charter High School
- Phillip Simmons High School
- Spartanburg Early College High School

# 10th Anniversary of the College Application Month Program

- This year marked the 10th cycle for the CAM program. To celebrate this milestone the Commission on Higher Education staff held three "kickoff events" during the Fall. The goal of the events was to celebrate the past, present and future of program.  Dignitaries from across the state were invited to attend each event. The dignitaries participated in an opening ceremony prior to each event, and remained on sight to support the students in completing college applications.  In addition, CHE partnered with The College Board and ACT to recognize College Access Champions at the events.

- CAM Relaunch Events:
  - **Friday, October 4, 2019: Wando High School**

  - **Thursday, October 10, 2019: Wade Hampton High School (Greenville, SC)**

  - **Monday, October 21, 2019: Irmo High School**

# 10th Anniversary of the CAM Kickoff Program - Wando

# 10th Anniversary of the CAM Kickoff Program – Wade Hampton

# 10th Anniversary of the CAM Kickoff Program - Irmo

# Results: How Did We Do?

# College Application Month Data – Since 2009

| | 2009 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 |
|---|---|---|---|---|---|---|---|---|
| Total # of Participating Schools | 12 | 186 | 214 | 215 | 223 | 231 | 237 | 239 |
| Total # of high school seniors | 1,000 | 39,358 | 43,931 | 45,828 | 48,298 | 47,746 | 47,406 | 46,428* |
| Total # of volunteers and college representatives | N/A | 1,763 | 2,240 | 854 | 2,366 | 2,218 | 1,368 | 1,904 |
| # of high school seniors who signed into a CAM event | N/A | 20,262 | 20,416 | 21,904 | 22,052 | 22,617 | 24,129 | 24,678** |
| # of signed in high school seniors that completed the Student Survey | N/A | 8,302 | 8,505 | 6,595 | 8,499 | 6,389 | 7,324 | 7,576 |
| # of students who self-reported as "First in Family" | N/A | N/A | 2,475 | 2,088 | 2,718 | 1,985 | 1,366 | 1,579 |
| # of completed college applications as reported from Student Survey | N/A | 14,497 | 26,907 | 9,662 | 14,513 | 11,837 | 14,336 | 15,045 |
| Estimated # of overall completed college applications | N/A | 35,382 | 64,589 | 32,090 | 37,656 | 41,902 | 47,230 | 49,007*** |

*N/A = information was either not collected or requested by ACE during that specific program year*

*\*There are ~293 public high schools and ~207 private high schools in South Carolina*
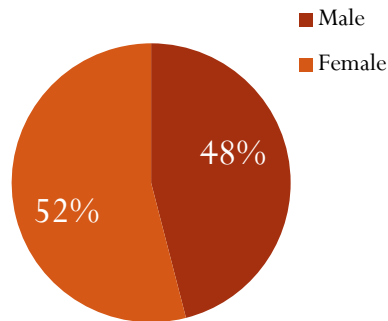*\*\*215 out of 239 End of Event reports were submitted to CHE following CAM events by the deadline (1/31/20)*
*\*\*\*Total # of high school seniors who signed-in to a CAM event divided by # of signed-in high school seniors who completed the Student Survey multiplied by the # of completed college applications reported by high school seniors who completed the Student Survey/sign in sheet.*
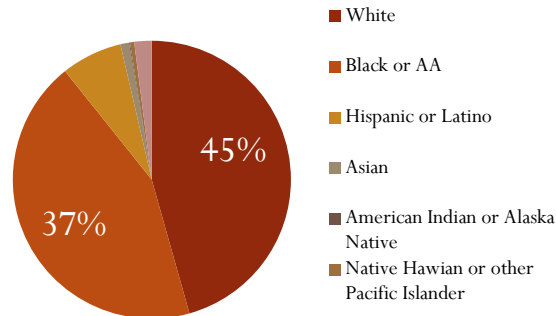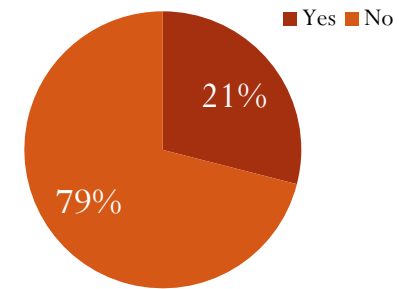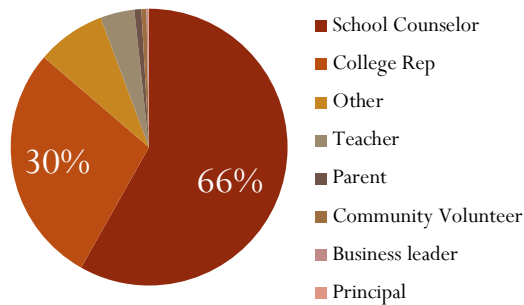
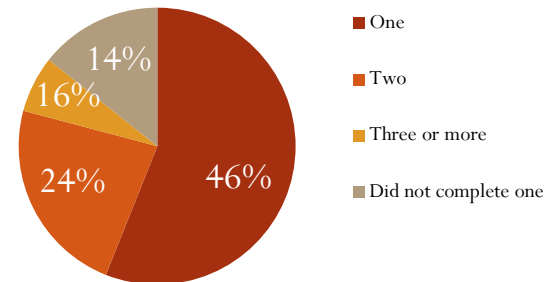# College Application Month Survey

## n=7,576

### GENDER

- Male
- Female

48%
52%

### RACE/ETHNICITY

- White
- Black or AA
- Hispanic or Latino
- Asian
- American Indian or Alaska Native
- Native Hawian or other Pacific Islander

45%
37%

### FIRST IN FAMILY

- Yes
- No

21%
79%

### APPLICATION ASSISTANCE

- School Counselor
- College Rep
- Other
- Teacher
- Parent
- Community Volunteer
- Business leader
- Principal

66%
30%

### COMPLETION OF APPLICATIONS

- One
- Two
- Three or more
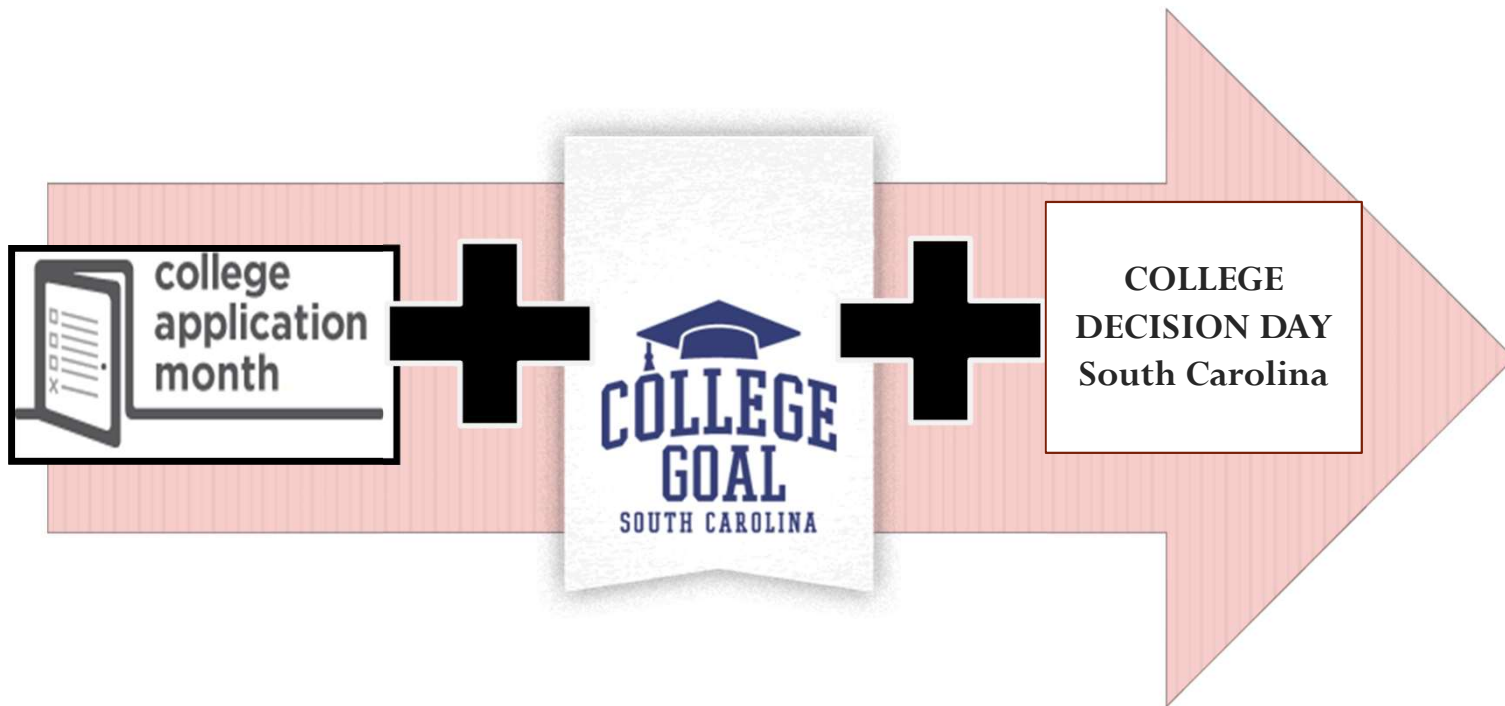- Did not complete one

46%
24%
16%
14%

# In 2019, based upon student survey responses:

- **Student Survey Results (n=7,576) from College Application Month 2018**
- **Gender:** 52% (female), 48% (male)
- **Race/Ethnicity:** 45% (white), 37% (Black or AA), 14% (Hispanic or Latino), 2.0% (other - included two or more races), 1% (Asian), .5% (American Indian or Alaska Native), and .5% (Native Hawaii or other Pacific Islander).
- **First in Family:** 21% (Yes), 79% (No)
- **Application Assistance:** 60% (School Counselor), 27% (College Representative), 8% (Other), 2% (Teacher), 1% (Community Volunteer), 1% (Parent) and 1% (Principal).
- **Promotional Effort:** 66% (School Counselor), 14% (Teacher), 14% (Friend), 1% (Parent), 2% (Other), 1% (Flyers/Posters), 1% (News/Media), 1% (Social Media).
- **Completion of Applications:** 46% (one), 24% (two), 16% (three or more), and 14% (Did not complete an application).
- **Top 10 Applications:** Coastal Carolina University, College of Charleston, Winthrop University, University of South Carolina/Columbia, Francis Marion University, Greenville Technical College, University of South Carolina/Upstate, Clemson University, South Carolina State University, and Charleston Southern University.

# Making the Connection
*A Three-Step Process*

college application month **+** COLLEGE GOAL SOUTH CAROLINA **+** COLLEGE DECISION DAY South Carolina

# Questions?